

# Angel Hsing-Chi Hwang

angel.hwang@usc.edu • <https://angelhwang.github.io/> • 512-550-6813  
3502 Watt Way, Los Angeles, CA 90089

## Academic & Research Appointments

- Present     **University of Southern California**  
Assistant Professor, Department of Communication  
Annenberg School for Communication & Journalism  
Affiliated Faculty at USC Center for AI in Society
- 2023 - 2024     **Cornell University**  
Postdoctoral Research Associate  
Ann S. Bowers College of Computing and Information Science
- 2023 - 2024     **Sony AI**  
Research Scientist
- 2022 - 2023     **Google Research**  
PhD Student Researcher
- 2021 - 2023     **Cornell Center for Social Sciences**  
Senior Data Science Fellow

### *Other Short-term Research Appointments:*

Doctoral Research Internship, Adobe, 2023  
Doctoral Research Internship, Microsoft Research, 2023  
Doctoral Research Internship, Sony AI, 2022  
Research Associate Principal, Accenture Labs, 2022

## Education

- 2019 - 2023     **Cornell University** – Ithaca, NY  
PhD in Communication with Concentration in Human-Computer Interaction  
Committee: Andrea Stevenson Won, Susan Fussell, Malte Jung, Mor Naaman  
Dissertation: *Calibrating Social Experience in Human-AI Collaboration: Toward More Innovative and Inclusive Work Futures*
- 2016 - 2018     **The University of Texas at Austin** – Austin, TX  
Master in Advertising (Media & Analytics Track)  
Graduate Certificate in Data Analytics & Applied Statistics, McCombs School of Business  
Committee: Jeeyun Oh, Angeline Close Scheinbaum
- 2012 - 2016     **The University of Hong Kong** – Pokfulam, Hong Kong  
Bachelor in Business Administration, *First Division Honor*  
Double Majors in Marketing and Business Design & Innovation

## Honors, Awards, and Grants

2024	Slack Academic Research Grant, The Workforce Lab at Slack “Collaborative creative portfolio reviewing with generative AI.” with Marlon Twyman II
2024	Internal Seed Grant, USC Center on Generative AI & Society “Expressive Co-creation with Large Language Model” with Aisling Kelliher
2021, 2024	Best Paper Honorable Mention, Association for Computing Machinery < 5% among 4,000+ papers
2024	Thought Summit, Cornell Center for Data Science for Enterprise & Society Awarded to organize an inaugural workshop on personal sensing and AI for mental healthcare with Qian Yang, Tanzeem Choudhury, and Fei Wang
2023	DAAD Human-Centered AI Postdoctoral Fellow, DAAD Network < 30 postdocs awarded worldwide
2022 - 2023	PhD Student Research Fellow, Google Research
2023	Anson E. Rowe Award for Advanced Graduate Student, Cornell University
2022	Apple AI/ML Scholars Fellowship 1 of the 3 students recognized university-wide
2022	Graduate Student Dissertation Fellowship, Cornell University
2022	Glass Family Fellowship, Cornell University
2021 - 2023	Senior Data Science Fellowship, Cornell Center for Social Sciences 1 of the 3 students recognized university-wide
2021 - 2022	Graduate Research Scholarship, Ministry of Education 1 of the 4 students recognized nation-wide
2021	Anson E. Rowe Award for Promising Graduate Student, Cornell University
2020	Graduate Student Grant for Media Studies, Cornell University
2013 - 2016	Outstanding International Students, The University of Hong Kong
2016	HKU Business School First Division Honor, The University of Hong Kong

## Publications

### Peer-reviewed Journal Articles

(\* = co-authorship with equal contribution; IF = impact factor at the time of acceptance)

- 2024 Lauharatanahirun, N., Won, A. S., & Hwang, A. H.-C. External and Internal Attribution in Human-Agent Interaction: Insights from Neuroscience and Virtual Reality. *Human-Machine Communication*. (IF = 9.9)
- 2024 Ahn, S. J., Lee, J., Hwang, A. H.-C., Won, A. S., Eden, A., & Guthrie, W. S. Conferencing Together in Social VR: Bringing Agency Back into Affordances-based Approaches in Communication Scholarship. *The Information Society*. (IF = 3.9)
- 2022 Yang, Y.-Y., Hwang, A. H.-C., Wu, C.-T., Huang, T.-R. Person-identifying brainprints are stably embedded in EEG mindprints. *Nature – Scientific Reports*. (IF = 5.5)
- 2022 Herman, L. M.\* & Hwang, A. H.-C.\* In the eye of the beholder: A viewer-defined conception of online visual creativity. *New Media & Society*. (IF = 7.2)
- 2021 Oh, J. & Hwang, A. H.-C. How interactive data visualization enhances the persuasiveness of COVID-19 news stories: The mediating role of fear and the moderating role of political orientation. *Journal of Broadcasting & Electronic Media*. (IF = 3.6)
- 2021 Oh, J., Lim, H. Y., & Hwang, A. H.-C. How interactive storytelling persuades: The mediating role of website contingency and narrative transportation. *Journal of Broadcasting & Electronic Media*. (IF= 3.6)
- 2020 Oh, J., Hwang, A. H.-C., & Lim, H. Y. How interactive data visualization and users' BMI (body mass index) influence obesity prevention intentions: The mediating effect of cognitive absorption. *Health Communication*. (IF= 3.6)
- 2020 Hwang, A. H.-C., Oh, J., & Scheinbaum, A. C. Interactive music for multisensory e-commerce: The moderating role of online consumer involvement in experiential value, cognitive value, and purchase intention. *Psychology & Marketing*. (IF= 5.5)  
\*Awarded as one of the most cited papers in *Psychology & Marketing*, 2020 - 2021
- 2020 Hwang, A. H.-C., & Oh, J. Interacting with background music engages e-customers more: The impact of interactive music on consumer perception and behavioral intention. *Journal of Retailing and Consumer Services*. (IF= 11.0)

### Peer-reviewed Conference Proceedings

(\* = co-authorship with equal contribution)

*CHI, CSCW, and DIS are premier venues for human-AI interaction and human-centered AI researchers to publish work on human-agent teamwork and human-AI collaboration. These conferences were peer-reviewed with acceptance rates around 21 ~ 25% in the past few years. These conference papers were published as journal-style full papers.*

- 2025 Hwang, A. H.-C., Bernstein, M. S., Sundar, S. S., Zhang, R., Horta Ribeiro, M., Lu, Y., Chang, S., Wu, S. Yang, A., Williams, D., Park, J. S., Ognyanova, K., Xiao, Z., Shamma, D. A. Human Subjects Research in the Age of Generative AI: Opportunities and Challenges of Applying LLM-Simulated Data to HCI Studies *Proceedings of the ACM 2025 Conference on Human Factors in Computing Systems (CHI 2025)*

- 2025 Hwang, A. H.-C., Liao, Q. V., Olteanu, A., Blodgett, S. L., & Trischler, A. "It was 80% me, 20% AI": Seeking Authenticity in Creative Writing with Large-Language Models. *Proceedings of the ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW 2025)*
- 2025 Guridi, J. A., Hwang, A. H.-C., Santo, D., Goula, M., Cheyre, C., Humphreys, L., & Rangel, M. From Fake Perfects to Conversational Imperfects: Exploring Image-Generative AI as a Boundary Object for Participatory Design of Public Spaces. *Proceedings of the ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW 2025)*
- 2024 Hwang, A. H.-C., Siy, J. O., Shelby, R. M., & Lentz, A. In whose voice?: Examining Agent Representation of People in Social Interaction through AI Generative Audio. *Proceedings of the 2024 ACM Designing Interactive Systems Conference. (DIS 2024)*
- 2024 Hwang, A. H.-C., Adler, D., Friedenber, M., & Yang, Q. Societal-Scale Human-AI Interaction Design?: Investigating How Hospitals and Companies Integrate Pervasive Sensing into Mental Healthcare Ecosystems. *Proceedings of the ACM 2024 Conference on Human Factors in Computing Systems (CHI 2024)*
- 2024 Hwang, A. H.-C. & Won, A. S. The Sound of Support: The Presence of Gendered Voice Agent as Support to Minority Teammates in Gender-Imbalanced Team. *Proceedings of the ACM 2024 Conference on Human Factors in Computing Systems (CHI 2024)*  
\*Best Paper Honorable Mention (< top 5% among 4,000+ papers)
- 2023 Ebel, P., Bazilinskyy, P., Hwang, A. H.-C., Ju, W., Sandhaus, H., Srinivasan, A. R., Yang, Q., & Wintersberger, P. Breaking Barriers: Workshop on Open Data Practices in AutoUI Research. *Adjunct Proceedings of the 15th International Conference on Automotive User Interfaces and Interactive Vehicular Applications (AutoUI)*
- 2023 Hwang, A. H.-C., Badreddine, S., Gifford, F., & Besold, T. R. Recipe 2.0: Information Presentation for AI-Supported Culinary Idea Generation. *Proceedings of the 14th International Conference on Computational Creativity (ICCC)*
- 2022 Hwang, A. H.-C. & Won, A. S. AI in Your Mind: Counterbalancing Perceived Agency and Experience in Human-AI Interaction. *Proceedings of the ACM 2022 Conference on Human Factors in Computing Systems (CHI 2022)*
- 2022 Hwang, A. H.-C. Too Late to be Creative? AI-Empowered Tools in Creative Processes. *Proceedings of the ACM 2022 Conference on Human Factors in Computing Systems (CHI 2022)*
- 2022 Hwang, A. H.-C.\*, Kim, J.\*, Lobo, S. N., Shu, Y., & Won, A. S. Being there to learn: Narrative style and cross-platform comparison for 360-degree educational videos. *Proceedings of the ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW 2022)*

- 2021 Hwang, A. H.-C.\*, Wang, C. Y.\*, Yang, Y. Y., & Won, A. S. Hide and Seek: Choices of Virtual Backgrounds in Video Chats and Their Effects on Perception. *Proceedings of the ACM on Human-Computer Interaction (CSCW 2021)*
- 2021 Hwang, A. H.-C., Won, A. S. IdeaBot: Social Facilitation in Human-Machine Team Creativity. *The ACM 2021 Conference on Human Factors in Computing Systems (CHI 2021)* *\*Best Paper Honorable Mention (< top 5% among 4,000+ papers)*
- 2020 Hwang, A. H.-C., Sun, Y., McKee, C., & Won, A. S. Real or Surreal: A Pilot Study on Creative Idea Generation in MR vs. VR. *Proceedings of 2020 IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR 2020)*
- 2020 Hwang, A. H.-C., Sun, Y., Tamir, N., & Won, A. S. Pain Experience in Social VR: Comparing Companionship from Close Others and Stranger. *Proceedings of 2020 IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR 2020)*
- 2020 Chan, C.\*, Hwang, A. H.-C.\*, Sun, D., Birkhead, B., & Won, A. S. Minimal Embodiment: Effects of a Portable Version of a Virtual Disembodiment Experience on Fear of Death. *Proceedings of 2020 IEEE Conference on Virtual Reality and 3D User Interfaces (IEEE VR 2020)*
- 2019 Hwang, A. H.-C. & Oh, J. When Consumer Involvement Matters: The Effect of Interactive Music on Consumer Experience and Purchase Intention. *Proceedings of 2019 American Marketing Association Conference (AMA 2019)*
- 2018 Hwang, A. H.-C. & Oh, J. Can Interactive Music Drive Your Online Shopping Cart? An Experimental Study of Consumer Engagement and Behavioral Intention. *Proceedings of 2018 American Marketing Association Conference (AMA 2018)*

#### **Peer-reviewed Workshop Papers & Posters**

(\* = co-authorship with equal contribution)

- 2024 Hwang, A. H.-C. The Data Economy of Future Mental Healthcare: Curating and Designing with Omnichannel Data. *In Workshop on Designing (with) AI for Wellbeing at the ACM 2024 Conference on Human Factors in Computing Systems (CHI 2024)*
- 2022 Hwang, A. H.-C. The Look of Trust: How Does Physical Embodiment Shape Trust in Human-Agent Interaction? *In Workshop on Trust and Reliance in AI-Human Teams at the ACM 2022 Conference on Human Factors in Computing Systems (CHI 2022)*
- 2022 Hwang, A. H.-C. Dangerously Convincing: Applying Guidelines of Risk Communication Message Design to Human-Centered Explainable AI. *In Workshop on Human-Centered Perspectives in Explainable AI at ACM 2022 Conference on Human Factors in Computing Systems (CHI 2022)*

- 2022 Hwang, A. H.-C. Why or Why Not: Barriers of Adopting Generative AI in Human-AI Co-Creativity. *In Workshop on Generative AI and HCI at ACM 2022 Conference on Human Factors in Computing Systems (CHI 2022)*
- 2022 Hwang, A. H.-C. Goodbye, Strong AI: Technical Limitations as the Drives for New Theories in Human-Machine Communication. *Human-Machine Communication Pre-Conference at the 72nd Annual International Communication Conference (ICA 2022)*  
\*Selected as key paper to present at the pre-conference panel
- 2021 Hwang, A. H.-C. Individuality in Human-Centered AI. *In Workshop on "HCAI: Human Centered AI." The 35th Conference on Neural Information Processing Systems (NeurIPS 2021)*  
\*Selected as spotlight paper (<4% of all accepted workshop papers)
- 2021 Hwang, A. H.-C. & Won, A. S. Group- And Individual-Level Successes in Human-Agent Teams: From Trade-Off to Win-Win. *In Workshop on Human-Machine Partnerships in the Future of Work at the ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW 2021)*

### Manuscripts under Review or in Preparation

(\* = co-authorship with equal contribution)

- Revision resubmitted Hwang, A. H.-C. & Oh, J. Subtle yet Impactful: Interactive Visualizations in COVID-19 News Content Influence Implicit and Explicit Biases toward Asians.
- Major Revision Sandhaus, H., Hwang, A. H.-C., Yang, Q., & Ju, W. My Precious Crash Data: Barriers and Opportunities in Encouraging Autonomous Driving Companies to Share Safety-Critical Data. *Work done by PhD student mentee*
- Under review Lee, S.-Y. & Hwang, A. H.-C. Active Teammate or Reactive Assistant: The impact of AI's roles in the Creative Design Process
- Under review Hwang, A. H.-C. & Won, A. S. Bittersweet: Social Comparison and Reliance on Partner Competence in Human-Agent Teamwork.
- Under review Hwang, A. H.-C., Lauharatanahirun, N., & Won, A. S. Under the Hood of AI: Illuminating Human Contributions to AI Improves Agent-Assisted Decision-Making.

### Selected Working Projects

Hwang, A. H.-C. The downstream effect of data-sharing decisions on the generalizability of AI tools for digital mental healthcare.

Hwang, A. H.-C. AI-assisted content review for recruitment of knowledge workers.

Hwang, A. H.-C. The impact of algorithmic curation on freelance creators.

## Invited Talks & Conference Presentations

### **Scalable Approaches to Examine AI's Societal Impact**

- 02/2025 Media As SocioTechnical Systems. University of Southern California.
- 05/2025 The ACM Conference on Human Factors in Computing Systems (CHI 2025).
- 10/2025 The ACM Conference On Computer-Supported Cooperative Work And Social Computing (CSCW 2025).

### **Human-AI Collaboration in Online Labor Market**

- 01/2025 Slack Workforce Lab Academic Grant Program. Slack — Salesforce.
- 10/2025 The ACM Conference On Computer-Supported Cooperative Work And Social Computing (CSCW 2025).

### **Societal-Scale Human-AI Interaction for Digital Healthcare**

- 10/2024 Media As SocioTechnical Systems. University of Southern California.
- 10/2024 USC Center for AI in Society. University of Southern California.
- 05/2024 The ACM Conference on Human Factors in Computing Systems (CHI 2024).
- 11/2022 Workshop on Situating Network Infrastructure with People, Practices, and Beyond.  
The ACM Conference On Computer-Supported Cooperative Work And Social Computing (CSCW 2022).

### **AI Voice Agent as Representation of People in Social Scenarios**

- 10/2024 School of Cinematic Arts, University of Southern California.
- 07/2024 The ACM Designing Interactive Systems Conference (DIS 2024).
- 04/2023 Google Research Tech Talk.

### **Social Comparison & Reliance in Human-Agent Teamwork**

- 06/2024 International Communication Association (ICA 2024).
- 06/2022 Work in the Age of Intelligent Machine (WAIM) Research Network.

### **Gendered Voice Agent as Support to Minority Teammates in Gender-Imbalanced Team**

- 05/2024 The ACM Conference on Human Factors in Computing Systems (CHI 2024).
- 03/2024 Information Science Colloquium. Cornell University.
- 03/2024 Annenberg Research Seminar. University of Southern California.

### **Generative AI for Content Production by Small Business Owners**

- 09/2023 Adobe Research Tech Talk.

### **Calibrating Social Experience in Human-AI Collaboration**



01/2023 Annenberg Research Seminar, University of Southern California.  
 08/2023 Adobe Research Tech Talk.  
 10/2022 Communication Colloquium, Cornell University.  
 09/2022 Google Research Tech Talk.  
 05/2022 Doctoral Consortium, International Communication Association (ICA 2022).  
 05/2022 Human-Machine Communication Pre-Conference, International Communication Association. *\*Selected as key paper to present at the pre-conference panel*  
 05/2022 Workshop on Trust and Reliance in AI-Human Teams, The ACM Conference on Human Factors in Computing Systems (CHI 2022).  
 05/2022 Sony AI Tech Talk.

### **Narrative Style and Cross-platform Comparison for 360-degree Videos**

11/2022 The ACM Conference On Computer-Supported Cooperative Work And Social Computing (CSCW 2022)

### **Creativity and Social Facilitation in Human-Agent Teamwork**

05/2022 The ACM Conference on Human Factors in Computing Systems (CHI 2022).  
 05/2022 Workshop on Generative AI and HCI, The ACM Conference on Human Factors in Computing Systems (CHI 2022).  
 03/2022 XR Monthly Seminar, Cornell Tech.  
 01/2022 Department of Computer Science, Harvard University.  
 10/2021 AI & Design Workshop, Carnegie Mellon University.  
 10/2021 Workshop on Human-Machine Partnership, The ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW 2021).  
 09/2021 AI in Society Workshop, Cornell University.  
 05/2021 Communication Colloquium, Cornell University.  
 04/2021 The ACM Conference on Human Factors in Computing Systems (CHI 2021).

### **Ethnic Biases in Users' Response to Interactive Visualization of Health Data**

05/2022 International Communication Association (ICA 2022)  
 05/2021 International Communication Association (ICA 2021)  
 05/2019 International Communication Association (ICA 2019)

### **Mediated Interaction in Virtual Reality for Healthcare**

05/2022 International Communication Association (ICA 2022).  
 05/2021 International Communication Association (ICA 2021).  
 03/2020 IEEE Conference of Virtual Reality and 3D User Interfaces (IEEE VR 2020)  
 10/2019 Immersive Technology in Medicine Symposium. Weill Cornell Medicine.

### **Perceived Agency and Experience in Human-AI Interaction**



05/2022 The ACM Conference on Human Factors in Computing Systems (CHI 2022).

### **Individuality in Human-Centered AI**

12/2021 Workshop on Human-Centered AI, The Conference on Neural Information Processing Systems (NeurIPS 2021). *\*Selected as spotlight workshop paper (<4% of all papers)*

### **Effect of Virtual Backgrounds in Video-Conferencing**

10/2021 The ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW 2021).

05/2021 International Communication Association (ICA 2021).

04/2021 Communication Colloquium, Cornell University.

### **Interactive User Experience Design on E-Commerce Websites**

02/2019 American Marketing Association Academic Conference (AMA 2019).

01/2019 International Conference on E-Education, E-Business, E-Management, and E-Learning (IC4E 2019).

01/2019 International Conference on Marketing, Business and Trade (ICMBT 2019).

10/2018 International Conference on Communication & Media Studies.

08/2018 American Marketing Association Academic Conference (AMA 2018).

## **Research Experience**

### **2021 – 2024 Design AI Lab, Cornell University**

PI: Qian Yang

Primary project: Pervasive sensing and scalable AI ecosystems for mental healthcare

### **2023 – 2024 Future of Automation Lab, Cornell Tech**

PI: Wendy Ju

Primary project: Cultural differences in pedestrian-autonomous vehicle interaction

### **2023 – 2024 Sony AI**

Collaborators & Supervisor: Kana Maruyama, Christoph Wehner, Cliona O'Doherty, Tarek R. Besold

Primary projects: Language model for multisensory experience; AI explainability for health and scientific research

### **2023 Microsoft Research**

Mentors: Q. Vera Liao, Adam Trischler, Alexandra Olteanu, and Su Lin Blodgett

Primary project: Large-language model for creative writing assistance

### **2023 Adobe**

Mentors: Torin Jones and Manuel Rapada

Primary project: Generative-AI-powered content creation workflows on mobile devices

- 2022 – 2023 **Google Research**  
Mentors: J. Oliver Siy and Alison Lentz  
Primary project: Generative speech and agent in social interactions
- 2019 – 2023 **Virtual Embodiment Lab, Cornell University**  
PI: Andrea Stevenson Won  
Primary project: Creativity and inclusiveness in human-machine teamwork
- 2021 – 2023 **Cornell Center for Social Sciences, Cornell University**  
PIs: Claudia von Vacano (2021) and Drew Margolin (2022 – 2023)  
Primary project: Machine learning for social sciences
- 2022 **Sony AI**  
Mentors: Fred Gifford, Samy Badreddine, Michael Spranger  
Primary project: Multisensory experience for idea generation
- 2022 **Accenture Labs**  
Mentors: Mike Kuniavsky and Alexandria Pabst  
Primary project: Voice assistant for home healthcare
- 2022 **Citizen & Technology Lab, Cornell University**  
PI: J. Nathan Matias  
Primary project: The impact of content moderation on out-group biases on YouTube
- 2020 – 2021 **Adobe**  
Research collaborator: Laura Herman  
Primary project: Algorithmic curation & user-centered creativity
- 2017 – 2021 **Center for Health Communication, The University of Texas at Austin**  
PI: Jeeyun Oh  
Primary project: Information visualization for epidemic data
- 2018 – 2019 **Center for Media Engagement, The University of Texas at Austin**  
PI: Jeeyun Oh  
Primary project: Multi-sensory experience design for user engagement

## Teaching Experience

- Spring 2025 **Theories & Practices of Human-AI Interaction**  
Department of Communication, University of Southern California
- Spring 2025 **Social & Economic Implications of Technologies**  
Department of Communication, University of Southern California

Spring 2023	<b>Machine Learning for Social Science Research</b>
Fall 2022	Cornell Center for Social Sciences, Cornell University
Spring 2022	Designed and launched the inaugural workshop series to teach machine learning to social science researchers at Cornell University. The workshop consists of four key panels with hands-on coding exercises in Python and R: (1) Machine Learning 101 (2) Natural Language Processing (3) Supervised Learning (4) Unsupervised Learning
Winter 2022	<b>What Is Computation? From Turing Machines To Black Holes And Neurons</b> Department of Computer Science, Harvard University Lead lecturer of “Into the Unknown: (De)constructing Creativity in the Age of Human-Machine Partnership”
Fall 2021	<b>Communication &amp; Technology</b> Department of Communication, Cornell University
Fall 2020	<b>Oral Communication</b>
Summer 2021	Department of Communication, Cornell University
Fall 2019	<b>Communication in Virtual World</b>
Spring 2021	Department of Communication, Cornell University
Spring 2020	<b>Visual Communication</b> Department of Communication, Cornell University
Fall 2019	<b>Media Communication</b> Department of Communication, Cornell University

## Services

### Conference Program Committee

2025	Student Research Competition Jury Member, <i>ACM Conference on Human Factors in Computing Systems (CHI 2025)</i>
2025	Program Committee, <i>ACM Conference on Fairness, Accountability and Transparency (FAccT 2025)</i>
2025	Associate Chair, <i>ACM Conference on Creativity &amp; Cognition (C&amp;C 2025)</i>
2025	Associate Chair, <i>ACM Conference on Designing Interactive Systems (DIS 2025)</i> <i>*Launching a new subcommittee on AI &amp; Design</i>
2024 – 2025	Senior Program Committee Member, <i>ACM Conference on Web Science (WebSci 2025)</i>
2024 – 2025	Associate Chair, <i>ACM Conference on Human Factors in Computing Systems (CHI 2025)</i>
2024	Associate Chair, <i>ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW 2025)</i>

- 2024 Program Committee, *ACM Conference on Fairness, Accountability and Transparency (FAccT 2024)*
- 2024 Associate Chair, *ACM Conference on Designing Interactive Systems (DIS 2024)*
- 2024 Paper Award Committee, *ACM Conference on Designing Interactive Systems (DIS 2024)*
- 2023 – 2024 Associate Chair, *ACM Conference on Human Factors in Computing Systems (CHI 2024)*
- 2023 Associate Chair, *ACM Conference on Designing Interactive Systems (DIS 2023)*

#### **Conference Session Chair**

- 2024 Un/health and Data at Stake, *ACM Conference on Designing Interactive Systems (DIS 2024)*
- 2024 Wellbeing and Mental Health, *ACM Conference on Human Factors in Computing Systems (CHI 2024)*

#### **Journal Reviewer**

Nature - Scientific Reports  
 PLOS One  
 New Media & Society  
 Computers in Human Behavior  
 ACM Transactions on Interactive Intelligent Systems (TiiS)  
 Human-Computer Interaction  
 International Journal of Human-Computer Interaction  
 Telematics and Informatics  
 Information Technology & People  
 Mass Communication & Society  
 Cyberpsychology, Behavior and Social Networking  
 Cognition & Emotion  
 Psychology & Marketing  
 Digital Creativity  
 Journal of Computational Social Science  
 Journal of Leisure Research  
 Journal of Consumer Behavior

#### **Conference Reviewer**

ACM Conference on Human Factors in Computing Systems (CHI)  
 ACM Conference on Computer Supported Cooperative Work and Social Computing (CSCW)  
 ACM Conference on Designing Interactive Systems (DIS)  
 ACM Conference on Fairness, Accountability, and Transparency (FAccT)  
 ACM Conference on Creativity & Cognition (C&C)

ACM Conference on Interactive, Mobile, Wearable and Ubiquitous Technologies (Ubi-Comp/ISWC)

ACM/IEEE International Conference on Human-Robot Interaction (HRI)

The Annual International Communication Association Conference (ICA)

### **Communication Graduate Student Association Executive Board**

2021 – 2022 Graduate and Professional Student Association (GPSA), Cornell University  
*Vice President and Student Representative*

### **Internship Program Coordinator**

2017 – 2018 Stan Richards School of Advertising & Public Relations  
The University of Texas at Austin

## **Mentorship**

### **Graduate Student Mentees & Research Assistants**

Present Fiona Li, Department of Communication, USC  
Donggyu Kim, Department of Communication, USC  
Louise Xie, Department of Communication, USC  
Natalie Kim, Department of Communication, USC  
Jiye Kim, Department of Communication, USC  
Sui Wang, Department of Communication, USC  
Caroline Johnston, Department of Industrial & Systems Engineering, USC  
Jaspreet Ranjit, Department of Computer Science, USC  
Ashley Lin, Department of Computer Science, USC

2023 – 2024 Hauke Sandhaus, Department of Information Science, Cornell Tech  
Zhaoer Lyu, Department of Information Science, Cornell University  
Adhit Sankaran, Department of Computer Science, Cornell University

### **Undergraduate Mentees & Research Assistants**

Present Senya Wang, Marshall School of Business & Viterbi School of Engineering, USC

2022 - 2023 Wei Yang, Department of Information Science, Cornell University  
James Hwang, Department of Communication, Cornell University  
Ingrid Zhu, Department of Information Science, Cornell University

2021 - 2022 Shane Labo, Department of Physics, Cornell University  
Esther Lee, Department of Information Science, Cornell University  
Yingyi Shu, Department of Information Science, Cornell University

- 2020 - 2021 Oana Mirestean, Department of Computer Science, Cornell University  
Seungmin Lee, Department of Information Science, Cornell University  
Yifei Wang, Department of Communication, Cornell University
- 2019 - 2020 Emily Chin, Department of Information Science, Cornell University  
Joshua Levine, Department of Information Science, Cornell University  
Hal Rives, Department of Biology, Cornell University

## Other Industry Experience

- 2017 – 2019 **Hero Digital (formerly Bulldog Solutions)** – Austin, TX  
Data Scientist, Marketing Analytics Specialist
- 2017 **HP Inc.** – Austin, TX  
Business Strategy Intern
- 2017 **Pandemic Lab** – Boston, MA  
Social Media Analytics & Research Intern
- 2016 **BBDO Worldwide** – Beijing, China  
Marketing Research Intern
- 2015 – 2016 **Leverate Trading Technology** – Central, Hong Kong  
Marketing Technology Intern
- 2013 – 2014 **Pékin Fine Arts** – Aberdeen, Hong Kong  
Public Relations Assistant

## Skills

### Quantitative Research

Behavioral experiment, survey design, statistical modeling, machine learning, text analysis, natural language processing, web prototyping, computational social science, social network analysis, computational content analysis

### Qualitative Research

Interview, focus group, content analysis, ethnographic field research, co-design workshop, speculative methods, participatory research, qualitative content analysis

### Programming & Data Analytics

R, Python, HTML, CSS, JavaScript, SQL, SPSS, PROCESS macro, Tableau, Gephi

### Languages

Chinese (Native), English (Fluent), Korean (Intermediate), French (Basic)